

HELPING A LEADING PRODUCER OF LASER-GUIDED AND INNOVATIVE CONSTRUCTION MACHINERY TO ESTABLISH IN INDIA AND REACH ITS NICHE CUSTOMER SEGMENT

INDUSTRIES: INDUSTRIAL

SERVICES: EXECUTIVE SEARCH INCUBATION AND BUSINESS DEVELOPMENT



ABOUT THE CLIENT

The client is a leading manufacturer of laser guided machinery used in concrete placement and has presence across North America, Europe and Asia.

PROJECT BACKGROUND

The client wanted to enter the Indian market and was looking for a long-term partner to support across all phases – including market research, support in setting up and business development.



TECNOVA'S APPROACH AND SOLUTION

Tecnova conducted a pilot market study for the client to evaluate the opportunity and application segments. Further, we incorporated the Indian subsidiary and obtained all the regulatory approvals.

As the next stage, we appointed the sales and customer service team and began providing incubation services with payroll management, HR advisory and administrative support. Tecnova supported the client with the appointment of 3PL partner to manage warehousing, logistics and custom related activities

Tecnova helped the client increase its brand awareness and reach to new customers by organizing techno-commercial seminars across key cities/construction hubs in India, which were attended by leading contractors, PMCs & facility owners.

BENEFITS

- ✔ Swift entry into the Indian market by establishing a wholly-owned subsidiary and start-up sales team
- ✔ No overheads and low administrative costs
- ✔ Manifold increase in product awareness and access to the right customer segment through dedicated seminars

